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Date: 3/17/05

By: Patti Hespell
Patti Hespell

Mail Stop Amendment

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re: Patent Application of

Conf. No.: 8189 : Group Art Unit: 2616
Appln. No.: 09/824,434 : Examiner: Fish, Jamieson W
Filing Date: 04/02/2001 : Att'y. Docket No.: T721-22
Title: Grouping of Advertisements on an Advertising Channel in a Targeted
Advertising System

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

INFORMATION DISCLOSURE STATEMENT

Each of the documents listed on the attached Information Disclosure Statement Citation Form PTO/SB/08A may be material to the patentability of the above-identified patent application and/or may result in a duty to disclose in accordance with 37 C.F.R. §1.56.

In accordance with the official waiver posted July 11, 2003, copies of the U.S. Patents and U.S. Patent Publications listed on the attached Form PTO/SB/08A are not being provided. However, copies of the foreign references and non-patent documents are enclosed. The official waiver withdraws the requirement under 37 C.F.R. § 1.98(a)(2)(i) for submitting copies of each listed U.S. Patent and U.S. Patent Application Publication with respect to applications filed after June 30, 2003. Copies of the listed U.S. Patent documents will be provided upon request.

The filing of this Information Disclosure Statement shall not be construed as an admission that any of the listed documents constitute prior art, nor as an admission against interest in any manner.

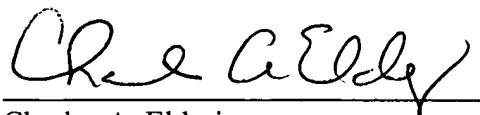
This Information Disclosure Statement is being submitted:

- ☐ (1) within three (3) months of the filing date, entry into national phase in an international application or before the mailing date of the First Office Action; or
- ☒ (2) after the period defined in (1) above but before the mailing date of a Final Rejection or Notice of Allowance, and
- ☐ Certification is made below, or
- ☒ The check or authorization to charge deposit account in the amount of the fee set forth by 37 C.F.R. §1.17(p) is attached.
- ☐ (3) after the mailing date of a Final Rejection or Notice of Allowance but before the payment of the Issue Fee, and
- ☐ Applicant hereby Petitions the Commissioner to consider the attached references; Certification is made below and the fee is included.

It is respectfully requested that this Information Disclosure Statement and the documents listed on the attached Form PTO/SB/08A and PTO/SB/08B be considered and acknowledged by the Examiner in connection with the above-identified patent application, be made of record therein, and that the listed document(s) be cited in the issued patent.

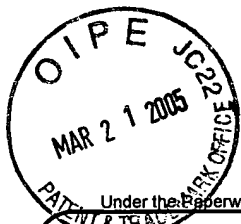
- ☒ The Commissioner is hereby authorized to charge Deposit Account No. 501535 as noted below. A duplicate copy is enclosed.
- ☒ Information Disclosure Statement Fee under 37 C.F.R. §1.97(c) and §1.17(p) in the amount of \$180.00.
- ☒ Any deficiencies or overpayments in the above-calculated fee.

Respectfully submitted,



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Date: March 17, 2005



PTO/SB/08A (08-03)

Approved for use through 07/31/2006. OMB 0651-0031

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**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**

(Use as many sheets as necessary)

Complete if Known

Application Number	09/824,434
Filing Date	04/02/2001
First Named Inventor	Eldering, Charles
Art Unit	2616
Examiner Name	Fish, Jamieson W
Attorney Docket Number	T721-22

Sheet 1 of 1

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No. ¹	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code ² (if known)			
	AH	US- US5271626	12/21/1993	Llenas, Montserrat H. et al.	
	AI	US- US5652615	07/29/1997	Bryant, Stewart Frederick et al.	
	AJ	US- US5781226	07/14/1998	Sheehan, Patrick	
	AK	US- US5790426	08/04/1998	Robinson, Gary B.	
	AL	US- US5861919	01/19/1999	Perkins, Michael et al.	
	AM	US- US6009409	12/28/1999	Adler, Micah A. et al.	
	AN	US- US6020883	02/01/2000	Herz, Frederick et al.	
	AO	US- US6026368	02/15/2000	Brown, Yale Robert et al.	
	AP	US- US6026369	02/15/2000	Capek, Peter George	
	AQ	US- US6119098	09/12/2000	Guyot, Patrice D. et al.	
	AR	US- US6505169	01/07/2003	Bhagavath, Vijay K. et al.	
	AS	US- US6583825	06/24/2003	Yuen, Henry C. et al.	
	AT	US- US6698020	02/24/2004	Zigmond, Daniel J. et al.	
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FOREIGN PATENT DOCUMENTS

Examiner Initials*	Cite No. ¹	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear	T ⁶
		Country Code ³ -Number ⁴ -Kind Code ⁵ (if known)				
	BE	WO0054504	09/14/2000	GOLDMAN, Phillip Y. et al.		
	BF	WO0147279	06/28/2001	BARTON, James M.		
	BG	WO0233973	04/25/2002	ROSENBERG, Scott A. et al.		
	BH	WO0233975	04/25/2002	ROSENBERG, Scott A. et al.		

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This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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03/16/2005